

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vitality Foodservice, Inc.		02/05/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Societe des Produits Nestle S.A.		
Street Address:	Case Postale 353		
City:	1800 Vevey		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	2678803	CHOICEPAK	
Registration Number:	0675115	DISPENSER-PAK	
Registration Number:	2440230	DISPENSER-PAK	
Registration Number:	0895172	FLORIDAGOLD	
Registration Number:	1213405	FLORIDAGOLD	
Registration Number:	1377481	GOLDEN CHOICE	
Registration Number:	3158614	GOLDEN CHOICE	
Registration Number:	1914253	ISLAND PASSION	
Registration Number:	2010479	NATURE'S SELECT	
Registration Number:	2693039	RTSEXPRESS	
Registration Number:	1125955	SWITCH-A-BRIX	
Registration Number:	2428457	VITA GOLD	
Registration Number:	0907932	VITALITY	
Registration Number:	0919962	VITALITY	
Registration Number:	0966673	VITALITY	

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900154244

TRADEMARK
 REEL: 004146 FRAME: 0150

Registration Number:	2802591	VITALITY
Registration Number:	1729171	VITALITY EXPRESS
Registration Number:	1792848	VITALITY EXPRESS PAK
Registration Number:	2756827	VITALITY SPRINGS
Serial Number:	77700850	V CAFÉ BY VITALITY

CORRESPONDENCE DATA

Fax Number: (818)637-3311

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 818-549-6726

Email: robert.sanders@us.nestle.com

Correspondent Name: Robert H. Sanders, c/o Nestle USA, Inc.

Address Line 1: 800 N. Brand Blvd., 14th Floor

Address Line 4: Glendale, CALIFORNIA 91203

DOMESTIC REPRESENTATIVE

Name: Nestle USA, Inc.

Address Line 1: 800 N. Brand Blvd., 14th Floor

Address Line 4: Glendale, CALIFORNIA 91203

NAME OF SUBMITTER:

Robert Sanders

Signature:

/Bob Sanders/

Date:

02/08/2010

Total Attachments: 3

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Trademark Assignment

WHEREAS, Vitality Foodservice, Inc., a Delaware corporation, 400 North Tampa Street, Suite 1700, Tampa, Florida 33602 (hereinafter "Assignor"); and

WHEREAS, Société des Produits Nestlé S.A., a Switzerland corporation having a place of business at Avenue Nestlé, CH-1800 Vevey, Switzerland ("Assignee"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks, trademark registrations and trademark applications listed in the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademarks"); and

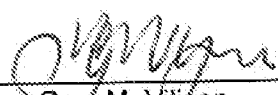
WHEREAS, Assignor is willing to transfer such right, title and interest in and to the Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title and interest in and to the Trademarks, together with the portion of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that would have been held and enjoyed by Assignor had such assignment not been made.

Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.

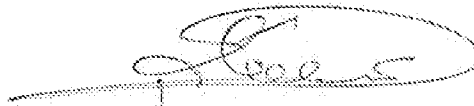
IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment
effective as of the 5th day of February, 2010.

VITALITY FOODSERVICE, INC.



Name: Gary M. Viljoen
Title: Vice President, General Manager

SOCIÉTÉ DES PRODUITS NESTLÉ S.A.



Name: Hubert Dokac
Title: Authorised Signatory

SCHEDULE A

COUNTRY	TRADEMARK	REGISTRATION NO.
USA	CHOICEPAK AND DESIGN	2678803
USA	DISPENSER-PAK	675115
USA	DISPENSER-PAK	2440230
USA	FLORIDAGOLD	895172
USA	FLORIDAGOLD AND DESIGN	1213405
USA	GOLDEN CHOICE	1377481
USA	GOLDEN CHOICE	3158614
USA	ISLAND PASSION	1914253
USA	NATURE'S SELECT AND DESIGN	2010479
USA	RTSEXPRESS AND DESIGN	2693039
USA	SWITCH-A-BRIX	1125955
USA	VITA GOLD	2428457
USA	VITALITY	907932
USA	VITALITY	919962
USA	VITALITY	966673
USA	VITALITY	2802591
USA	VITALITY EXPRESS	1729171
USA	VITALITY EXPRESS PAK	1792848
USA	VITALITY SPRINGS	2756827

COUNTRY	TRADEMARK	APPLICATION NO.
USA	V CAFE BY VITALITY AND DESIGN	77/700850